



STARTING A NON-LANDED NUDIST CLUB

*A Step-by-Step Guide to Create and Manage
a Social Nudist Club in Your Area*



American Association for Nude Recreation

PREFACE

Non-landed Travel clubs, as defined within this document, are social clubs that do not own land and whose members 'travel' to meet around the city or region in which they exist. Unlike a resort where all gatherings and activities are centered around one physical location, non-landed clubs host gatherings at members' homes, in rented spaces, or at select business locations, or out in nature. Non-landed travel clubs serve as an important niche in nudist organizations.

Organizing a club of your own can be a rewarding experience, but it also requires much work on the part of the organizer(s).

Since clubs are formed for various purposes and in a variety of locales, there is no single formula for success. What follows in this booklet is advice gained from a group of experienced non-landed club organizers, along with input from other club leaders, regarding how they started and maintained their non-landed clubs.

A person contemplating the formation of a non-landed nudist club should select the ideas that seem most appropriate to their individual situation and use them as a starting point.



Table of Contents

SECTION I - WHY START YOUR OWN CLUB?	5
SECTION II – BEFORE YOU BEGIN	6
Are you the right person for the job?	6
Who is your target demographic?	6
How will you fund your club at the beginning?	7
What are your Club rules?.....	7
Where will you host your first few events?	8
SECTION III - CREATING YOUR CLUB	9
1. Establish a Framework.....	9
Choosing a name and logo	9
Club contact information.....	9
Managing Funds	9
Maintain Good Financial Records.....	10
2. Choose an Online Presence	10
3. Advertising for New Members.....	11
4. Screening Prospective Members	12
5. Hosting your First Event.....	13
6. Don't Get Discouraged.....	14
7. Stay in Touch with Your Members.....	14
8. Funding Your Club.....	14
9. Maintaining Membership	15
SECTION IV - CONSIDERATIONS FOR MANAGING GROWTH	16
Establishing a Legal Entity	16
Consider By-laws and Governing Documents.....	16
Opening a Bank Account	16
Insurance	17
Funding Your Club	17
Recruiting Assistance	18
Affiliate Your Club With AANR	19

APPENDIX A – Event Ideas 20

APPENDIX B – Finding Private Spaces for Hosting 22

APPENDIX C – Example of Club Rules 24

APPENDIX D – Example of “About” page..... 26

APPENDIX E – Reasons for Naturism 27

SECTION I - WHY START YOUR OWN CLUB?

“Find a need and fill it” is the advice often given to business entrepreneurs, and it should apply to social nudist clubs as well. A need could simply be to provide nudist activities where there are no other clubs, landed or non-landed nearby.

Many people who desire to start a club of any kind do so to build friendships and community. Connecting with others through a common interest or hobby is the easiest way to forge new friendships in a social setting. Starting a non-landed nudist club is no different. Nudists are like any other group of people that have shared interests, though we must go about it in a slightly different way.

It’s human nature to strive for a social community and a feeling of like-mindedness and belonging. But in our modern lives, nudist resorts can be too far to access, and taking the time to travel requires funds and time away from home and work. And your nearest club might not offer all the amenities or diverse representation you know deep down could satisfy a need and be fun! Nothing is more freeing than socializing and having adventures with your friends in your most natural state. Perhaps a non-landed club is the perfect opportunity for you!

SECTION II – BEFORE YOU BEGIN

There are many aspects to consider before you start looking for people to join your new club. First and foremost, the most important thing to remember throughout the entire process is that *it all begins with YOU!* But you must always remember that it can also end with you. Starting a club is a commitment, much like building your own business. It takes time, dedication, hard work, persistence, and patience to get the club started and the momentum going, but the rewards in the end are absolutely worth the effort.

Planning is a very important step when starting a new club. There are many questions you will need to answer before you begin advertising for new members. Below is a list of topics you will need to make decisions about as you develop the plans for your new club:

Are you the right person for the job?

That may come across as a blunt question, but it is a very important one. Are you the right person? As stated above, creating your own non-landed club is very similar to starting your own business. It takes someone with an entrepreneurial spirit who has a vision, motivation, and determination to see it through. Running a business is far easier than starting a business from scratch.

You also need experience organizing social events. Being a party planner and cruise ship director for your members is part of the job. Once your club grows you should be able to leverage your members to help with events, but it's all up to you in the beginning!

Start by asking yourself why you want to start a non-landed club; and what are your overall intentions. Do you have short-term goals, are there long-term goals? Be honest with yourself before you make your final decision.

Who is your target demographic?

- Will your club be exclusive to an age group or gender? Or will it be open and inclusive to all? Clubs that welcome ALL interested people within the nudist community tend to grow faster because they are not limiting their audience or offering the wrong impression.
- What will be the activity focus of your club? A beach meetup group? A hiking group? A gaming group? An online group? A social group? Or even just a chat group. Each presents its unique challenges. Think of what you want to build, and what your end goal is.
- **IMPORTANT:** Do your research so that there's not already a pre-existing group in your area. Why start anything new if something is already established that you could help build?

- Will you have a gender balance ratio, or does that matter to you? This is something that may not matter to you in the very beginning as you build your club, but as your community grows you may find you have a lopsided gender ratio attending your events. If this occurs, our recommendation is to survey your members and see what their thoughts are before making any firm decisions. Understanding why events may favor one gender over another may reveal the solutions.

How will you fund your club at the beginning?

Unless you received some “seed” money or a donation from a generous benefactor, you can expect to fund your club out of your own pocket during the start-up period. That doesn't mean it will cost you big dollars. There are many ways to host fun events with minimal out-of-pocket costs. Once your club has built some momentum, you can ask your community to chip in and help. We recommend you plant the seeds of volunteerism and crowdsource your club's funding from the very beginning and continue to encourage these ideas at every gathering.

Some ideas for inexpensive gatherings are:

- Potluck parties
- Game nights
- Movie nights
- Hikes off the beaten path in remote areas
- Karaoke
- Swim parties (assuming there is a nearby nude beach or private pool)

As your club grows and you build a good following, you may consider organizing activities that will raise funds for your club to help cover your expenses. Oftentimes, members who enjoy your club and your events will make donations to help support the activities.

What are your Club rules?

This is probably one of the most important considerations you need to make. Club rules set the tone for members to follow, and when written and implemented correctly, will attract members to your club. Some suggestions for rules are:

- Clearly state the group is for non-sexual nudity. You aren't meeting for any other purpose than the shared appreciation of naturism.
- Have your rules and expectations be concise, clear, and easily found.
- Have your reprimands clearly communicated as well. Having rules and codes of conduct

makes people feel safe. Strong fences build strong neighbors.

- What is your photo policy? Are photos allowed at your events with consent? Are cell phones allowed? Should you enforce lens covers?
- What behaviors are expected? What behaviors will get a member banned?
- Do you allow alcoholic beverages at your gatherings? If so, are there any limitations?
- Is nudity required at your events, or are they clothing optional? Consider that some new members may be timid at first, or you may have a member with a non-nudist spouse/partner who would like to attend.

Once you have established the rules for your club, it is *critically important* that you always enforce these rules. Your members will depend on YOU to intervene if another member begins to cross the line. If you receive a complaint about a certain member's behavior, deal with it **immediately!** Then, follow up with the person who made the complaint to let them know you took swift and immediate action. Failure to address rule violations promptly will cause your membership to lose confidence and interest in your club quickly.

Finally, your club rules can (and should) be reviewed and updated periodically as your club grows. Times change, expectations change and your experience with your club may change your views on certain rules.

Where will you host your first few events?

It's a good idea to have a plan in place for your first two or three events before you launch your club. Knowing the venue and activity will help you focus on the rest of the work ahead. It will also be part of your advertising campaign when you are working to attract your members. Prospective members will see you have several options for gatherings available and can plan their schedules accordingly to find one they can attend.

The easiest and probably the most cost-effective option is to host your first few events in your home, assuming you have space to do so. Keep in mind that your initial group will be small, probably just a few people. Another option is to hold your first gathering in a public space (coffee shop, park) to meet your new members in a clothed environment before crossing over to the nudist side. We will discuss event ideas in detail later in this booklet.

SECTION III - CREATING YOUR CLUB

After considering all the information provided above, you are now ready to begin establishing your own non-landed club! We are providing the step-by-step guide below as a tool to help you navigate the tasks in a logical order to create your club.

1. Establish a Framework

Before you can begin recruiting members for the club, you must have a basic framework set up so they will know what they are joining. It will be easier to advertise a club that already exists on paper with no members than with vague promises that a club will eventually be formed. Show them, don't tell them!

Choosing a name and logo

In the beginning, the name of your club is far more important than a logo. Your logo can come later. Consider using the International Naturist Symbol until you create your own logo. <https://www.naturistsymbol.org/download>

Your club's name should be something relevant, descriptive, and unique to your area. Ideally, the name should reflect what the club is. Often, there is the temptation to have it be cute or clever, but a name needs to be more than that.

A club that is formed to serve a certain geographical area should consider incorporating the area into its name. Cast a wide net in terms of location and verbiage. In that way, whenever someone hears the name, they automatically know the area it serves. This can be an important factor in attracting new members, keeping in mind that there may be people out there who don't consider themselves nudists or naturists, but may be attracted to give it a try based on the name of your club.

Club contact information

Ideally, you will want to create a custom email address for your club that matches your club's name. Doing so will make it easier for your members or prospective members to remember it. Keeping your club emails separate from your personal and work emails will also help maintain your privacy.

You may also want to consider setting up a separate phone number for your club. There are lots of apps available that will provide you with a new phone number that will ring on your existing cell phone.

Managing Funds

Opening a bank account during the initial stages of your club may not be necessary, but keeping club donations and other income separate is important. Consider starting with an envelope in a secure location to hold any club funds. As your club grows, you may find

it necessary to open a bank account with a debit card that can be used to pay for supplies and other club expenses.

Maintain Good Financial Records

Maintaining detailed records for your club is not only a good habit but necessary should you ever want to establish an entity to protect it, such as an LLC or non-profit organization. We suggest the following tips:

- Keep all club funds separate from your personal funds. Never commingle funds between accounts.
- Keep all receipts and documentation for club expenses.
- If you use your personal account to make a purchase on behalf of your club, have a documented record of reimbursement.
- Use a journal, spreadsheet, or simple accounting software to track both your income and expenses.

As mentioned above, this information will be very useful should you create a legal entity for your club and be required to complete a tax return.

2. Choose an Online Presence

Your online presence is the best way to advertise your new club and attract new members, and there are many options to consider. You can start with a simple "flat" webpage and build up from there. Another option is to leverage one of the many social club platforms that provide a web presence and the ability to schedule and manage your events. There are pros and cons to each option, including cost. Regardless of the option you choose, your online presence should include the following basic information about your club:

- Club Name
- Description of your club
- What your members can expect
- Club rules
- Schedule of upcoming events
- A way to contact you

You may also consider purchasing a web domain name that matches your club's name as closely as possible.

3. Advertising for New Members

How and where you advertise your club will make a huge difference to the response you receive. It will also decide the demographic you get. Below are a few suggestions for advertising that will get you good results.

- Consider making frequent announcements and posting relevant content on the big social media platforms.
- Make regular posts on the dedicated nudist-oriented websites supported and promoted through AANR. Be an active participant and promote your club in chats and forum discussions.
- You can order quarter-size cardstock—cut to one-fourth the size of a standard sheet of paper—cheaply from a print shop or online. Create a small flyer with a QR code that brings someone to your chosen website or online presence. Post them on community message boards in coffee shops, gyms, yoga studios, museums, and galleries. Consider posting them in areas that are located near colleges and universities where students frequent. You can find an overlap in interests with other people by posting your flyer in places you personally like to frequent. Birds of a feather flock together!
- Pamphlets are another good idea because they can relay an elevator pitch on why people would even consider trying social nudity. Your literature might be the first-moment people become aware that social nude groups are a thing that exists.
- If you are close to a nudist resort, speak to the staff about your new club and ask if you can leave some flyers for their members. A lot of members pass through the office and interact with the front desk. There is also a minimal risk of encountering less genuine people at a resort. Don't feel shy; we're all in this to support each other!
- Consider being public. Having a face and a name to go with your group in advertising can go miles. It also seems more honest and genuine. You don't need to necessarily be nude in your publicity either.
- Word of mouth is always one of the best options to recruit people into your group. Always have your radar up for potential opportunities with people who might be interested based on context clues. Word of mouth is best because people can see you and relate to you, and you can dispel any myths in real-time. Remember that how you act as well as what you say will leave an impression. Acting shy or embarrassed leaves a negative impression while being enthusiastic and excited leaves a positive one. Most communication isn't the words you speak but how you present yourself. Stand up straight, and speak clearly and loud enough to be heard.

- Spend time rehearsing and memorizing talking points to counter some of the most common reasons people object to naturism. Refer to ***APPENDIX E: Reasons for Naturism*** for sample talking points.
- Be in the habit of always having your flyers or business cards handy. You never know when a chance meeting and a conversation can turn into an introduction for your club.

4. Screening Prospective Members

The people you let into your club will determine the overall success of your club. All clubs have some sort of screening process, some more formal than others. For a non-landed club, it is important to know something about prospective members, since you will most likely be inviting them into your home and perhaps the homes of your members. It is your duty as a leader to take the steps necessary to keep your members safe.

For people who are already involved in nudism and affiliated with an AANR club, the need for screening is minimal. When you begin advertising outside of nudist circles, more communication may be necessary before inviting them to a first meeting.

Screening of prospective members should be done in a welcoming way. Ideally, the person(s) should not even realize that they are being screened. Letting them know about the club, and finding out from them if this is what they are looking for should be sufficient.

Below are some tips and suggestions for screening your prospective members:

- Ask probing questions before they are allowed into the group. What are they hoping to find? Have they done anything socially nude before? Is it a way of life thing or a weekend thing for them? Learn their background and intentions. How will they contribute to the club socially?
- Set up a quick interview using a free online video service. Have a friendly conversation, not an interrogation.
- Schedule an in-person meeting at a public location, either one-on-one or for a small group of new members. In-person meetings in a public space are a better method for ensuring your safety and face-to-face will provide body language cues which will help you understand their intentions. If they don't show up, then it wasn't meant to be.
- If they don't respond openly to your questions and you find yourself struggling to get to know them better, then it's safe to assume they are not a good fit for your club and are most likely lurkers. They might make your members suspicious, uncomfortable, and feel less safe.

- Ask for a copy of their driver's license or government ID. All nudist resorts require such ID for both members and day visitors. This step will also help weed out less serious members. It will also provide you with their legal name, photo, and mailing address which you can use to search the National Sex Offender Public Website and make sure they don't have a criminal background in this area.
- Review the club rules with them and get their agreement to abide by them.
- Always trust your gut!! If you have that nagging feeling that they won't be a good fit, or you think they have other intentions within the group, don't let them in. You are the Boss and your decision is final.
- Remember, quality is much more viable than quantity.

5. Hosting your First Event

All new clubs have different ideas for their first event, and consideration should be given to what works best for you and your new members. You could "rip the band-aid off" and start with a clothing-optional gathering, or you could meet everyone at a local coffee shop, park, or restaurant for a textile meet & greet before taking that next step. Hosting a textile event for your first gathering is an effective way to introduce people to your club and provide them with the opportunity to start relationships with other members before taking that next step with nudity. The decision is completely up to you.

Regardless of which type of event you choose, as the Host you need to be prepared to get your members engaged and talking. Consider incorporating the following into your event:

- Icebreaker activity.
- Share your nudist background and tell a story about yourself. Ask each member to do the same.
- Address questions about the club and share your vision about its future.
- Have a few games ready to play if the conversation stalls.
- At the end of the gathering, ask each attendee for feedback about the event.
- Always remember: YOU are the host and are responsible for the fun!

When you host your first clothing-optional event, don't pressure anyone to be naked. Give them time to get comfortable with the group. If they choose to remain clothed the entire time, follow up with them at the end of the event or the next day to see why. Perhaps another member made them uncomfortable, or the event space was too cold. Either way, it's good feedback for your next event and lets them know you care.

6. Don't Get Discouraged

Don't become discouraged if your first few events are not well attended. When the club is small, the absence of just a few members can cause a disappointing turnout. Stick with your plan and keep offering opportunities for your members to gather. Always remember that it takes time and patience to build a successful club.

Also, never let up on your advertising campaign for new members. Some members will be with your club for a long time, while others will disappear after one or two events. People move, preferences change, and life happens, so don't sweat it.

And don't hesitate to ask your members for suggestions, either directly, by offering an anonymous poll, or using suggestion cards! Host events that interest them and they would want to attend. If that doesn't work, we have provided a list of ideas and suggestions for events and activities in the Appendix section of this booklet.

7. Stay in Touch with Your Members

Once you have completed your first event, reach out to **all** your members and summarize (in a very positive way) how the event went and who attended. Highlight those who helped with set-up, cleanup, leading discussions, etc. Verbalizing your appreciation shows you are gracious with people volunteering and will encourage others to do the same. Remember: YOU are the leader! They are waiting for you to lead and plan the next get-together.

When there are enough members and upcoming activities scheduled, consider sending out a short newsletter to the group. You can cover topics like past events, new events, and events you are planning or thinking about. Newsletters are also a great way to ask for donations or assistance with running the club!

Generating FOMO (Fear of Missing Out) helps generate return visits to your events from previous attendees and will encourage non-participating members to join in on the fun.

8. Funding Your Club

Once you have a consistent following, it means your members find value and connection in your club, indicating they are engaged, and engaged members usually don't mind chipping in to help offset costs. Keeping the club going. Different clubs have different methods for collecting funds from members:

- Ask your members for donations
- Collect a per-event fee (something affordable like \$5-\$20, depending on the event)
- Charge monthly or annual dues to be a member

You can also pass along charges for fixed costs, such as meeting space/pool rental or supply costs. We will discuss more ideas for funding your club in the next section.

9. Maintaining Membership

At some point, you will find there is a natural membership turnover within your club. People move away, couples break up, and interests change. Left unaddressed, your club membership numbers will decline, and other members will notice. Every club organizer should remain focused on recruiting new members on a continuing basis to keep the club alive. People love meeting new people with similar interests, and social nudity is no exception. A steady inflow of new people to meet will do wonders for building your community.

SECTION IV - CONSIDERATIONS FOR MANAGING GROWTH

Once you have successfully launched your club, hosted successful events, and have established a healthy following, it may be time to look ahead and make plans for the long run. This section will discuss several ways to structure your club, reduce your liability, and set it on a course for successful growth well into the future.

Establishing a Legal Entity

The title above may sound daunting, but it is an easy and inexpensive way to add a layer of legal protection for both you and your club. A legal entity is either a Limited Liability Company (LLC) or a Non-Profit status, and both can be easily created through your state's Secretary of State's website for a very small fee. There are many companies that will do it for you, but the service charge they collect on top of the Secretary of State's service fee can be excessive! Taking your time and doing a little research can help prevent that!

There are pros and cons regarding creating an LLC vs. a non-profit, and we recommend you consult an attorney and public accountant to determine which option would be best for your club.

Consider By-laws and Governing Documents

As your club expands, it may be necessary to establish by-laws and governing documents. These legal instruments formalize the operation and structure of the club and how it is managed. Also, creating these documents will be a requirement should you decide to register your club as a non-profit organization. There are plenty of useful online resources available for creating bylaws and governing documents. You could also consider using bylaws from an existing non-profit organization or consulting an attorney.

Opening a Bank Account

As mentioned earlier in this document, having a separate bank account with an associated debit card will make managing your club a lot easier. Plus, it's always a good idea to keep your club funds separate from your own. Having a dedicated bank account will help you maintain your club's financial records and provide accountability for your members' donations. Another benefit is it will help your club build a good credit rating that may help with future growth.

Opening a bank account in the name of your club will require two things. The first is proof of your legal entity name which we discussed above. The second is a Federal Tax ID Number (EIN) which you can get from the IRS website in just a few minutes for free. Contact your bank or financial institution to find out if they have any additional requirements for opening a club account.

Note: *Depending on the legal entity you select and/or the amount of revenue or donations your*

club receives in a calendar year, there may be income tax implications you will need to consider. Please consult with a public accountant to understand what tax exposure you and your club may or may not have.

Insurance

Another consideration as your club grows is whether you need insurance to protect yourself and your club should a member become injured at one of your events. When renting a public venue or commercial space for your event, many will require a “day policy” for a small fee that will protect the venue (not you) should there be damage or injury during your event.

Most smaller clubs that host house parties have minimal risk and operate without any insurance at all. Larger clubs that host a variety of events in both private and public spaces have increased risk and often purchase an “umbrella” policy that will protect the club organizer and his or her personal assets should a member sue the club.

The size of your club, as well as its financial ability, may limit your options initially. However, as your membership grows, so does your risk. Consult with your insurance company to see if they offer affordable options that will cover you and your club.

Funding Your Club

Each non-landed club will have a different approach to raising funds to support member activities and pay expenses. How you fund your club will depend on the number and types of activities you offer your members, as well as what your “fixed” costs might be to run your club. Your fixed costs may include your website hosting fee, insurance, bank charges, administration of your legal entity, printing costs, and other expenses associated with ‘keeping the lights on.’

An easy option is to collect a cover charge from your members when they arrive at your gatherings. A cover charge of \$5-\$10 is easy for most to manage. Some events may have other fees associated, such as rent for the space, cost of supplies, etc. Be mindful of how much members will need to pay to attend your event and only charge what makes sense. If the cost to attend is too steep, interest in the event or activity will decline.

Another consideration is whether to charge your members “dues” on a monthly or annual basis. If your legal entity is a non-profit organization, collecting dues from your members becomes very important since dues are considered non-taxable in the eyes of the IRS. Additionally, a club with a non-profit status can receive donations on a tax-free basis as well. Contact a public accountant for more information regarding what constitutes taxable vs. non-taxable income for your club. Consider creating a survey to gather your members' input and help them feel included in the decision-making process.

Many established clubs host larger events that are designed to raise funds. Such events are usually something different and unique that most people couldn't normally do naked on their own. For instance, renting a large pool or bowling alley and charging more admission than needed to cover costs. Consider inviting others from outside the club to join in, such as members from a local nudist resort or another nudist club that may be in the area. Nudists like to 'check' nude activities off their bucket lists, and depending on the event, they may recruit one or more non-nudist friends to join in and give it a try. Such a scenario will generate more income for your club and may possibly recruit new members. Other fundraising examples include Nude Movie Night at a movie theater, indoor miniature golf tournament, volleyball tournament, roller skating, nude swims, nude axe throwing, and nude archery.

You might also consider investing in some club "swag" to raise funds. Selling stickers, shirts, water bottles, hats, can "koozies" or other such items with your club's name and logo is another method to help offset any costs associated with the group. Some people love to display their interest.

Finally, ask your members for donations. If your club is successful and your members find a sense of community at your events, they will gladly chip in to keep the club going. Never be timid about asking for help in this regard.

Recruiting Assistance

Many established clubs struggle with Organizer burn-out at some point in their existence because the club owner fails to enlist the help of the membership to run the club. Learning to delegate is difficult for some leaders because they fear relinquishing any control, worried that others will not complete tasks with the same drive and quality. Many business ventures created and launched by entrepreneurs eventually fail for this very reason.

As your club grows there will come a time when you begin to feel fatigued with the responsibilities associated with keeping your members engaged and active. This is the perfect time to actively enlist the help of your members. It may be advantageous to consider formal roles for the highly motivated volunteers and delegate tasks to those best suited. You could assign one person to handle money, one person to handle PR, and someone to handle outreach. The structure will look different for each group based on the talent and willingness of your club members.

Another idea is to create a rotating schedule of event organizing and hosting duties by assigning responsibility for individual events to specific people or have a yearly calendar where members sign up to organize and host during a given month. You might also encourage two or three members to organize and host an event together, which would help relieve any anxieties and foster new partnerships within your club.

Affiliate Your Club With AANR

Once your club reaches 25 or more members, we strongly suggest you affiliate it with the American Association for Nude Recreation (AANR). The cost to affiliate is minimal; however, the benefits you will receive are HUGE:

- Legal advocacy for you and your club if or when needed
- Support for nudist rights in your state
- Advertising your club in newsletters, AANR Website, and on social media
- Legitimacy for your club by aligning with a national organization
- Support network to help with club growth
- Free marketing materials
- Discounts on tools and services to run your club

Once you affiliate your club with AANR, the Board of Directors in your local region becomes a wonderful resource that can assist you with challenges you may face with running your club. They can put you in touch with other non-landed club Organizers to assist with event ideas, dealing with problematic members, and general “growing pains” you may encounter. Having a trusted support network is a wonderful benefit to have at the ready!

APPENDIX A – Event Ideas

Once your club has been organized and a community has been established, there may be a tendency to sit back, relax, and let the club coast along. Don't do it! You must keep the momentum going to keep your members active and engaged while continuing to add new members.

The types of events non-landed clubs plan will vary from club to club and region to region. We recommend events be held on a regular basis to help keep your members engaged. At the very least, a club should have one event each month. For clubs that hold mostly backyard swims and/or home potlucks, adding different themes to your parties has proven to be quite popular.

During the winter months, some non-landed clubs rent indoor pools at health clubs, Scuba dive shops, or swimming schools for monthly swims. However, keep in mind during the cold weather months it is not necessary that every event involves nude activities. After all, it is a social club, and the members will want to stay in touch. A group outing at a local restaurant or brewery for some non-nude social interaction is a great way to keep your members engaged.

For events you plan to host in outdoor spaces that may interact with or be viewed by the public, such as nude hiking, bowling, or movie theater night, we recommend proactively reaching out to local law enforcement to verify what nude activities are within the boundaries of the local ordinance and laws. Being proactive and establishing a rapport with the governing authority *BEFORE* your event will help ensure any complaints from the public will not cause you or your club any problems.

Below are some ideas for social events that non-landed club members may enjoy:

- Potluck parties
- Paint & Sip or Build & Sip
- Wine Tasting event
- Swimming and hot tub parties
- Nude hikes off the beaten path
- Clothing Optional Hot Spring visits
- Visit a local clothing-optional sauna
- Game Night
- Movie watch party
- Chili Cook-off
- Friendsgiving Celebration
- Halloween (Un)Costume Party
- Themed parties (Wild Hats, Festive Holiday Attire, Glow Party, etc.)
- Nude camping

- Nude yoga
- Karaoke
- Indoor archery competition
- Nude bowling
- Nude movie night at a small local theater

Also, consider planning community efforts. Appearing as a textile group while identifying as naturists will present opportunities for doing good for your community, allow for community contact, shatter preconceived notions of what kind of person likes to be naked, and generally leave people with better impressions of what a naturist is through your actions.

Naturism has a married interest in conservation, nature, health, sport, and body freedom. Groups that volunteer in those fields as a primary focus might have an easier understanding of the appeal of naturism. Giving back to the community is an easy way to promote nudism and your club brand.

Events to consider:

- Clothing drive
- Blood donation drive
- Roadside litter pickup
- Nudist-adjacent activities (activities that align with nudist philosophies)
- Donation drives to non-nudist causes

And as your club grows, you may also consider planning events at landed clubs and resorts within your area or in nearby states. Your club members will enjoy traveling with people they know because they have a common connection, and travel is usually more fun with a group of friends.

APPENDIX B: Finding Private Spaces for Hosting

There are many options when it comes to locating private spaces for hosting your events. For smaller gatherings, house parties at a member's home are an easy and affordable option. But as your club grows you may find that you will need larger spaces to fit everyone in.

The first thing you should do when this need arises is enlist the help of your membership. Ask them to think outside the box to see if they know of a space with adequate privacy that may work for your gatherings. Options to consider are

- Nudist adjacent spaces (spaces that align with nudist philosophies)
- Closed businesses/restaurants/bars
- Community clubhouse
- Workplace conference room or large breakroom (after hours)
- Large outbuildings or workshops

Privacy in these spaces is key, so visiting the site before hosting a gathering is a must. If needed, windows can be covered with butcher paper and privacy screens can be purchased online for a minimal cost (search for *photography backdrop*). You will also want to make sure the space is free from security cameras and has access to a restroom without the need to traverse a public space.

Larger metropolitan areas have Airbnb-style websites used for renting commercial spaces on an hourly basis for company parties or meetings, photoshoots, and video content creation. Perform a search in your area to see if there is a site offering these services and use it to find meeting spaces that will fit your budget and needs.

When searching for a movie theater, bowling alley, archery range, or swimming pool, focus on privately owned businesses instead of corporate-run establishments. Family-owned businesses tend to be more open to hosting events for the community, whereas corporate conglomerates need to run such decisions up the management chain, providing more opportunity for someone to say "no."

When you find a commercial space that fits your needs, there are two strategies to try for approaching the representative:

1. **Meet with them in person:** Make an appointment to see the space and verify it meets the criteria above. Let them know you run a "not-for-profit" social club, but don't mention the nudist connection yet. Discuss details such as timing, duration, and costs. Let the representative 'see' the income they will make by renting the space to you. Once you have agreement and buy-in, then let them know about the nudity component. Make sure you clearly explain it is family-friendly, non-sexual social nudism with strict rules. If your club is

affiliated with AANR, you can also use that angle to gain their trust and confidence.

2. **Send an email request:** Sometimes a professionally worded email sent to the right person will suffice. The email should be succinct and to the point with all the information about your club stated upfront. For example:

Hello.

I'm contacting you to see if I can rent out your whole facility for private use by our group. Specifically, we would like to know the capacity and costs associated with such a rental.

I run a not-for-profit social club called ABC Naturist Club (www.ABCNaturists.com). We are an established, locally based social group that promotes mixed-gender, non-sexual social nudity. We have monthly gatherings in various venues across the city and come with great references, including [insert a reference here] where we host a quarterly nude event with 50+ attendees from our club.

Our group is also affiliated with the American Association for Nude Recreation, an international organization that has been promoting safe, family-friendly social nudism since 1931. You can learn more about them at www.aanr.com.

I would love to connect with you on a date and at a time that is convenient for you to discuss renting your facility and see if it would be a good fit to host our next event. Please contact me either way by calling me at (xxx) xxx-xxxx or replying to this email.

I look forward to hearing from you!

Thanks!

Don't get discouraged if you get rejected multiple times. Some businesses may have concerns about public perception should word get out about your event, or the business owners may have ethics, morals, and principles that would prevent them from renting to you. Keep up the effort and you will eventually find commercial spaces willing to host your club event.

APPENDIX C – Example of Club Rules

CLUB RULES AND TERMS OF MEMBERSHIP

While we are an easy-going group of people, we must make sure all within our community fully understand and accept our Club Rules and Terms of Membership before joining our club, as well as the acceptable etiquette that is expected. The purpose is to ensure you have a great time at our events and always feel comfortable, safe, and secure.

1. Be an active and participating member of the club, meet new people, and have fun!
2. Always be respectful of others and their personal space. Use your “moral compass” to help us promote an inclusive and family-friendly environment for all our members to enjoy.
3. Touching and hugging other members is not permitted unless you know the other member well and your gestures are welcomed.
4. Touching anyone (including yourself) in the genital areas is never permitted at our gatherings.
5. Staring at the body or body parts of other members is inappropriate and not allowed.
6. Always bring a clean towel to sit on.
7. Profanity and lewd, sexually suggestive comments are never permitted.
8. Smoking and drug use (including marijuana) at our events is not permitted.
9. Beer, hard seltzer, hard cider, and wine are allowed at many of our events, but hard liquor and mixed drinks are not.
10. Cell phone use at our events is strongly discouraged, and anyone caught using a cell phone camera without permission and/or direct consent will be immediately ejected and banned from the club.
11. Canvassing the members of this club for the promotion of your business, religion, or sales goals is strictly prohibited. This is a social club for fun and relaxation, not an audience for your cause.
12. Always be on your best behavior. Any action of yours that is construed by another member as being sexually suggestive, offensive, and/or unwanted will get you ejected and banned from this club. No Exceptions!

13. Any member who has not attended or participated in a club event within a 12-month period will be considered for removal from the club without notice.

Our primary goal is to always maintain an active, safe, and family-friendly atmosphere within our club, and we will not hesitate to take appropriate action to keep it that way. If you witness anyone violating our club rules, please notify us so we can address your concerns immediately.

APPENDIX D – Example of “About” page

The ABC Naturist Club is open to everyone whether a member of the American Association for Nude Recreation or not. Our mission is to promote clean and wholesome social nudism/naturism by providing a safe and secure environment for like-minded people to come together and share in family-oriented activities and gatherings.

We are a NON-SEXUAL social club. Please do not attempt to join if you are seeking a sexually oriented group or looking for a hook-up. Anyone who makes our members feel uncomfortable in this regard will be immediately removed and banned from the group. PERIOD! No exceptions.

Our membership consists of a diverse and non-judgmental group of naturists who believe that nudism/naturism is not about sex but about body freedom and unconditional acceptance of the human form regardless of age, shape, size, skin color, or sexual identification. We welcome and accept everyone in our club for the people they are, and you will always find a diverse mix of people of all types and backgrounds at our events.

Nudity is always optional at our gatherings. Most people exercise the option to be totally nude while others may be partially nude. We respect your right to choose the amount of clothing you need for your own level of comfort. There is never any pressure to be totally nude at our events.

BEFORE YOU REQUEST TO JOIN:

- You must be at least 21 years old to join.
- You must be a resident of our State.
- You must read and agree to abide by the Club Rules and Terms of Membership listed above.
- You must provide a copy of your driver's license or government-issued ID.
IMPORTANT: *You must provide a clear and acceptable FACE photo on your profile. Make sure the photo also includes your spouse/significant other if joining as a couple. Genitalia pics and pictures of inanimate objects are not acceptable and will cause your application to be immediately denied.*

Thanks for your interest in our nudist/naturist-friendly community. We look forward to meeting you!

APPENDIX E: Reasons for Naturism

Talking Points to Counter Objections

Natural

- We are born that way; in what other capacity do we look upon nature as shameful?
- It's normal. Would you put pants on a raccoon? Do we shy away from rivers without concrete banks?
- Connects you back to your place on this earth without artificial obstacles.
- Humans are the only species that will wear coverings without a purpose.
- Your body isn't so different that nobody has seen one like yours. While you and your body are unique, the individual parts that make it up are not and can be seen in other people quite easily.
- Every social movement that differs from the expected norm must fight its way to acceptance. Customs change when minds change.

Green/Eco

- Less use of resources in maintaining clothing.
- Time, electricity, water, detergent...
- Preserves the integrity of clothes because you don't wear them as frequently.
- The constant buying and discarding of clothes has caused huge ecological disasters in some parts of the world.

Minimalist

- Use only things when needed. Coats when it's cold or hats when it's sunny.
- Reducing the amount of clothing you wear reduces the amount of clothing you need to have available.
- When you reduce your clothing, you instinctually look around at other aspects of your life that could be reduced.

Mental Health

- We all have a natural curiosity caused by our universal use of textile prisons that is alleviated when we can exist nude. It no longer can take a foothold in our minds and becomes a fact of life just as how fingers look or how knees look.
- Access hidden knowledge of how people look, allowing you to find your place in a more accurate sample of people.
- Once you associate with people while naked and see they treat you just as nicely and respectfully you lose the feeling that people only like you for your body and become more confident in yourself.
- You get the same feeling of lightness and freedom as when you finally take the donations out of the trunk of your car and drop them off at Goodwill.

- Increased nudity in group settings desexualizes the body. It alleviates the natural curiosity we all have. Humans naturally want to know, see, and experience the things we're told we shouldn't or can't experience. If I tell you not to think of a pink elephant, you're naturally going to think of a pink elephant. With social nudity you alleviate that curious urge, reducing addiction to the sexual orientation of the human body and better inter-gender relations.

Physical Health

- Clothing, no matter how loose and comfortable, still in some way constricts your body or restricts movement.
- Clothing will always trap sweat, and sebum, which increases the risk of skin conditions and funk.
- Your body adjusts to conditions based on exposure. If it's never exposed, it never adjusts.
- Just as meditation is an exercise in minimal thought, existing with no clothing is a state of physical meditation.
- The human body has evolved generations to not wear clothing. Only relatively recently in human history has clothing become commonplace, restricting the natural processes of sweat evaporation and sun exposure.
- After being nude, the natural inclination is to find a way to be outside, and after the rush of positive and relaxing sensations, it encourages us to be outside and active, which gets our bodies moving and gets us out of homes that can trap a lot of dust and allergens.
- Increasing your time in the nude allows you to see your body more often. Just like when you stuff that guitar in the closet, never see it, and never use it. If you never see your nude body, you can't keep aware of changes and conditions.
- Feels nice.
- We are robbed of sensations on most of our body.
- The body feeling sun and wind for the first time is like a lab animal touching grass for the first time. It's a wonderful experience.
- The physical restriction of clothing correlates with the feeling of mental restriction.
- Our bodies crave the familiarity and deep memories of nature.

Fun

- You find companionship in others that "get it".
- You find others that had the same waking process.
- Nudity can be silly and being naked with others can be downright humorous at times.
- Modesty/Normality is made up.
- In some parts of the world, people dress in ways that may seem restrictive to our society, and we often question their choices. But when others dress in ways that are even less restrictive than what our society is used to, we struggle even more to understand or accept it.

- The only reason we feel our current way of doing things is correct is because we were told to feel that way.
- At some point in history, it was considered fashionable for men to wear powdered wigs, floral prints, and heels. This is far less common in society today. What is considered acceptable by society varies so much based on time and place.
- The only reason we feel our current standards of dress are core is because we were told to feel that way.
- In the past, it was considered gauche to expose female knees or men's nipples. Something that doesn't even raise an eyebrow today.
- The only reason we feel any way about exposing our bodies in a nude state is because we were told to feel that way.
- The body is more than an object to sell things.
- Just as a hammer isn't just one thing and can be used to build or destroy, our naked bodies are not one thing and not inherently sexual.
- Despite breasts, butts, and genitals being seen as "sexual parts", far more frequently they are used for the excretion of waste. Instead of them being labeled as their most often used function they're being labeled as a less frequent use which doesn't make sense.
- By the previous point's logic, your mouth and hands can just as easily be used for sex to the same degree. But they aren't covered up or seen as sexual organs.
- Your state of dress has no bearing on whether people will be inappropriate. People will behave the same way if you're clothed. You can still just as easily be seen as a sex object in the textile world.
- Ultimately, if someone doesn't put their hands on you it doesn't really affect you.
- If you post on the internet, it's best to understand it is the Wild West and people will take the opportunity to be far more terrible than they would be in person. Meaning, the negative comments don't matter.
- Because it's the norm in society it doesn't make it right or good. The whole of a country thought Hitler and Mussolini were a good idea.

Equality

- Removal of artificial barriers.
- Mutual vulnerability.
- No clues to socioeconomic status.
- While male and female bodies are different, it reduces the amount of difference because of the lack of ornamentation and exaggeration.
- Contends that women and men are equal as they congregate in the same state in the same areas.
- There is an acceptance of you, and your body no matter your identity.